



**Take Charge of
Your Business Mix!**

What's the problem?



SUBS to get

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Sports Authority shutting down with giant going-out-of-business sale

 Charisse Jones, USA TODAY 9:55 p.m. EDT May 23, 2016



Sports Authority announced it will close or sell 140 stores. It's rumored Dick's Sporting Goods could buy some of those locations. Video provided by Newsy Newslook



(Photo: Joe Raedle, Getty Images)

Sports Authority, in planning to close all of its stores, is set to launch its going-out-of-business sales this week, according to court documents.

In shutting down, the 463-store chain becomes the latest casualty among rivals for the sporting-good business. It follows the recently announced closure of the Sport Chalet chain, based on the West Coast.

While sporting goods and athletic wear sales are growing, traditional retailers like the two chains have been hurt by competition from online.

MORE STORIES



America's factory towns stop the bleeding
a day ago



Stocks could predict who wins White House
33 minutes ago



GM uses delay to fine tune its self-driving system
a day ago



Why lithium will see another price spike this fall
16 hours ago

What's the problem?



What's the problem?



There is a solution...

JGSCGroup

15 steps you can take to recruit retailers:

Build the foundation:

1. Grow relationships with your commercial property owners.
 - Know your vacancies, features, existing lease terms/rates.
 - Identify development/redevelopment opportunities.
 - Encourage retail-readiness.
2. Learn your trade area today, and your potential trade area for tomorrow: what kind of district should yours be?
3. Know your retail mix: What is over-abundant? What is under-represented? What is missing?
4. Establish a working relationship with your planning/zoning officer.
5. Build a relationship with local media, and feed them positive stories.
6. Become the source of valuable local business information for brokers, merchants, and property owners.

Start recruiting!

7. Get market data to help choose the categories you intend to recruit (mix/demand/goal).
8. Identify retail prospects within those categories.
9. Use your market data to compile positive facts.
10. Tell your positive story in marketing materials.
11. Get the word out to your retail prospects.
12. Enlist commercial brokers to call the prospects.
13. Take interested prospects on vacancy tours.
14. Don't participate in, but *facilitate* negotiations.
15. Celebrate successes, and repeat!

PO Box 1148, 16 N. Centre Street, Merchantville, NJ 08109
856-662-8800 | JGSCGroup.com/info@jgscgroup.com

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Take inventory

This spreadsheet format captures information about the retail mix and contact information (business name, address, ownership, rental information (green), and rate information.)

Commercial address and ownership information obtained from municipal tax records but the other information must be gathered through field observation.

Notes can yield important information which I keep in the "Notes" column. For example, interviews disclosed that a center owner and anchor tenant would be demolished in the following year, and the smaller co-tenant would need re-location.

A key part of an ongoing retail recruitment program is the regular maintenance of this list... because you can't know what you need if you don't know what you have.

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WEST ORANGE NEW JERSEY



1,887,300 population
672,500 households
85,600 businesses
1,023,500 employees
\$84,000 household income
\$29.0 billion retail spending



West Orange

| 3-mi | 5-mi | Total businesses | 1,976 |
|--------|---------|--------------------------|--------------|
| 58,600 | 696,000 | Total employees | 19,647 |
| 92,600 | 248,300 | Office workers | 11,395 |
| 36.8 | 36.8 | Workers' retail spending | \$65,864,000 |
| 37% | 38% | | |

Prospect list

Some prospecting sources we use:

- Plain Vanilla Shell: www.plainvanillashell.com/
 - Database USA: www.databaseusa.com/
- Primarily, we use our own proprietary system to find local retail businesses.

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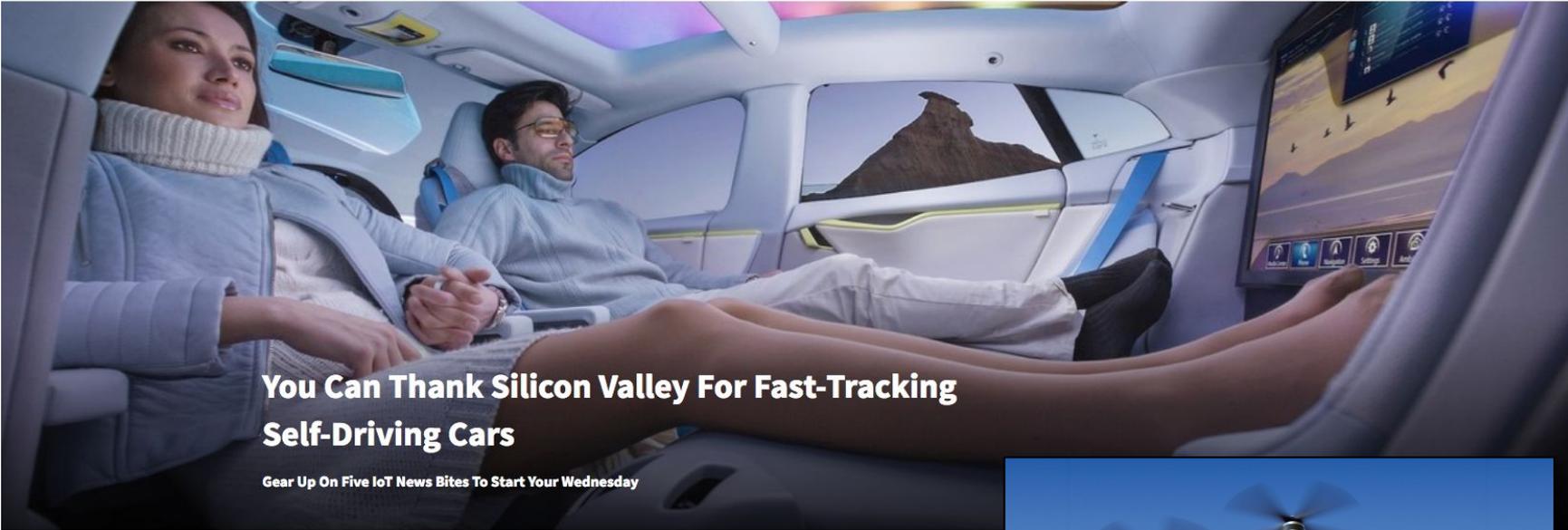
How did we get here?



Retail and transportation



Retail and transportation



You Can Thank Silicon Valley For Fast-Tracking Self-Driving Cars

Gear Up On Five IoT News Bites To Start Your Wednesday

Lauren Barack May 11, 2016

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Retail, marketing & media



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Retail, marketing & media



Demand

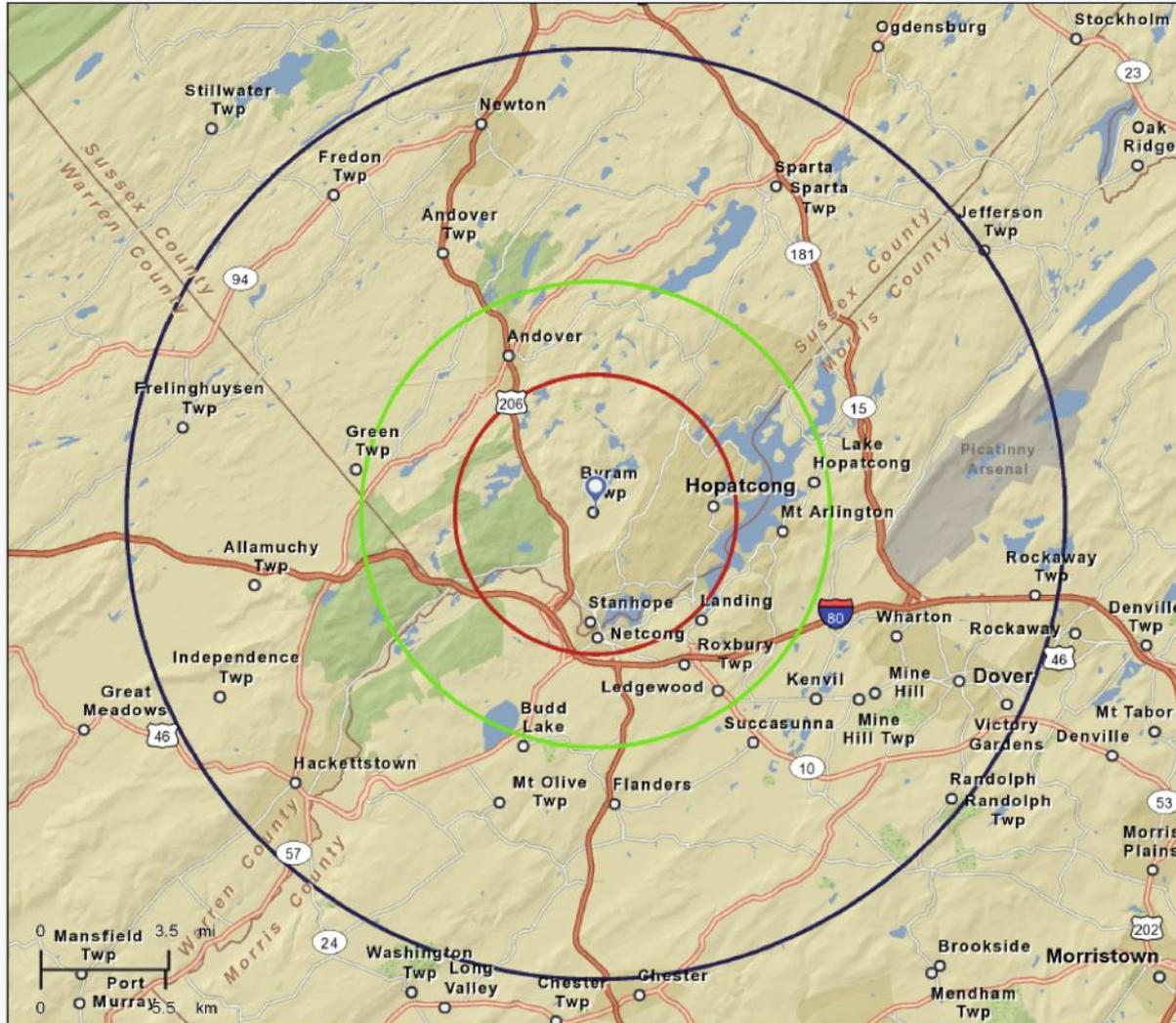
Retail MarketPlace Profile

Byram 3,5,10-miles
10 Mansfield Dr, Byram Twp, New Jersey, 07874
Ring: 3 mile radius

Prepared by Esri
Latitude: 40.93709
Longitude: -74.70656

| Summary Demographics | | | | | | |
|---|-----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| 2015 Population | | | | | | 26,249 |
| 2015 Households | | | | | | 9,919 |
| 2015 Median Disposable Income | | | | | | \$62,988 |
| 2015 Per Capita Income | | | | | | \$37,606 |
| Industry Summary | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
| Total Retail Trade and Food & Drink | 44-45,722 | \$399,425,809 | \$294,311,280 | \$105,114,529 | 15.2 | 167 |
| Total Retail Trade | 44-45 | \$358,628,223 | \$271,578,914 | \$87,049,309 | 13.8 | 129 |
| Total Food & Drink | 722 | \$40,797,586 | \$22,732,366 | \$18,065,220 | 28.4 | 38 |
| Industry Group | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
| Motor Vehicle & Parts Dealers | 441 | \$73,358,466 | \$77,522,848 | -\$4,164,382 | -2.8 | 14 |
| Automobile Dealers | 4411 | \$63,789,206 | \$70,293,645 | -\$6,504,439 | -4.9 | 4 |
| Other Motor Vehicle Dealers | 4412 | \$4,616,568 | \$2,881,368 | \$1,735,200 | 23.1 | 5 |
| Auto Parts, Accessories & Tire Stores | 4413 | \$4,952,692 | \$4,347,835 | \$604,857 | 6.5 | 4 |
| Furniture & Home Furnishings Stores | 442 | \$9,150,995 | \$2,073,984 | \$7,077,011 | 63.0 | 6 |
| Furniture Stores | 4421 | \$4,343,025 | \$830,425 | \$3,512,600 | 67.9 | 2 |
| Home Furnishings Stores | 4422 | \$4,807,970 | \$1,243,559 | \$3,564,411 | 58.9 | 4 |
| Electronics & Appliance Stores | 443 | \$10,931,638 | \$1,031,976 | \$9,899,662 | 82.7 | 4 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | \$12,758,852 | \$3,232,677 | \$9,526,175 | 59.6 | 9 |
| Bldg Material & Supplies Dealers | 4441 | \$10,999,565 | \$1,564,371 | \$9,435,194 | 75.1 | 8 |
| Lawn & Garden Equip & Supply Stores | 4442 | \$1,759,287 | \$1,668,307 | \$90,980 | 2.7 | 1 |
| Food & Beverage Stores | 445 | \$71,999,853 | \$75,995,930 | -\$3,996,077 | -2.7 | 25 |
| Grocery Stores | 4451 | \$61,774,468 | \$71,527,389 | -\$9,752,921 | -7.3 | 18 |
| Specialty Food Stores | 4452 | \$2,711,443 | \$475,997 | \$2,235,446 | 70.1 | 4 |
| Beer, Wine & Liquor Stores | 4453 | \$7,513,941 | \$3,992,544 | \$3,521,397 | 30.6 | 3 |
| Health & Personal Care Stores | 446,4461 | \$27,785,788 | \$79,920,123 | -\$52,134,335 | -48.4 | 7 |
| Gasoline Stations | 447,4471 | \$32,810,661 | \$12,296,748 | \$20,513,913 | 45.5 | 7 |
| Clothing & Clothing Accessories Stores | 448 | \$26,293,612 | \$741,450 | \$25,552,162 | 94.5 | 5 |
| Clothing Stores | 4481 | \$19,651,374 | \$596,277 | \$19,055,097 | 94.1 | 4 |
| Shoe Stores | 4482 | \$3,176,847 | \$0 | \$3,176,847 | 100.0 | 0 |

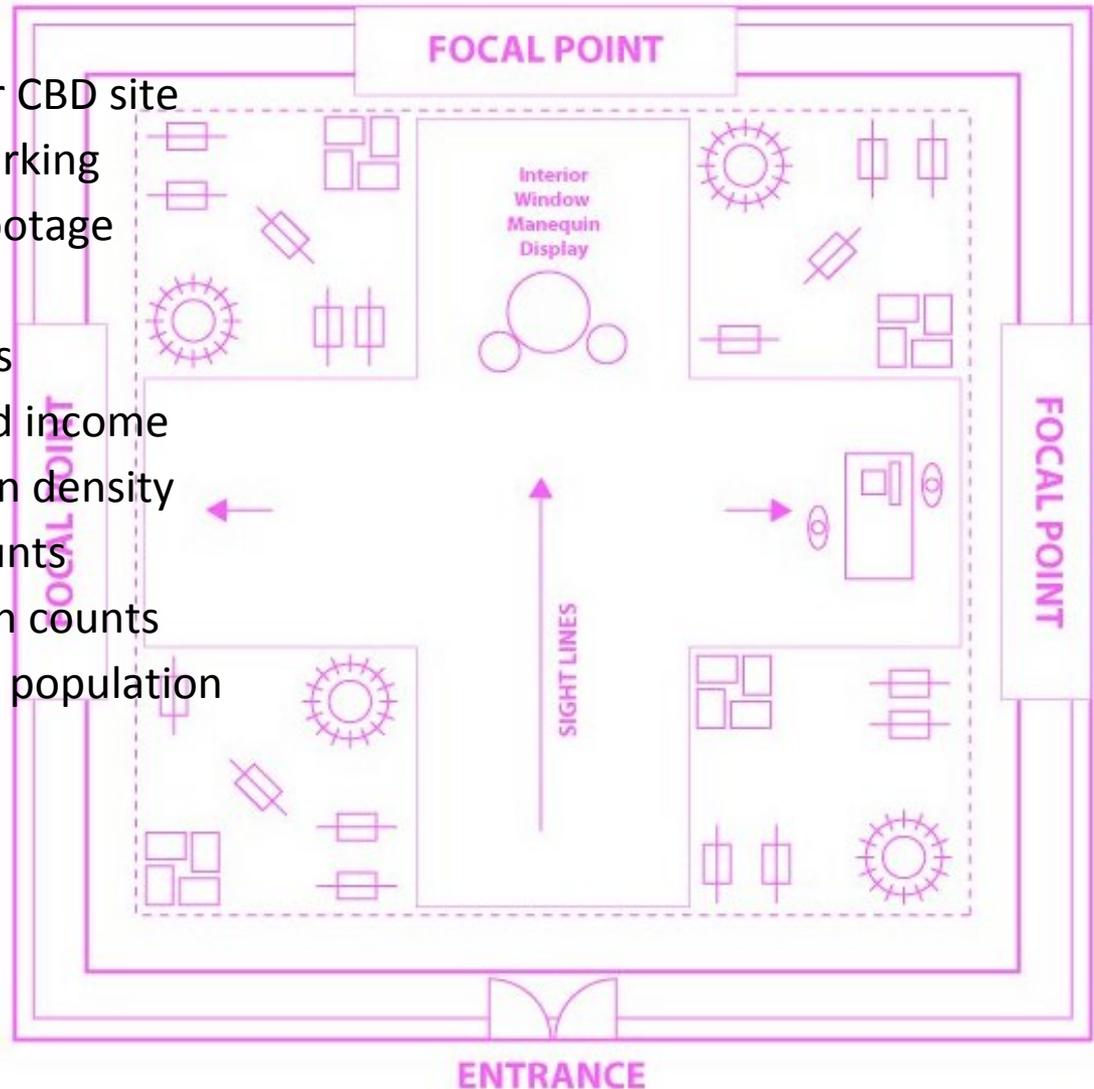
Trade Area



Tenant (retailer) goals

- Mall, strip center, or CBD site
- Minimum on-site parking
- Minimum square footage
- Minimum frontage
- Preferred co-tenants
- Minimum household income
- Minimum population density
- Minimum traffic counts
- Minimum pedestrian counts
- Presence of a target population

And other things...



Landlord goals

- Collect rent demanded (or meet sale price)
- “Triple net” rent, so taxes and utilities are paid directly by tenant
- Avoid obligation of improvements
- Limit uses of the building (often: no food)

New Jersey Commercial Lease Agreement

In consideration of the Landlord's leasing of the premises to the Tenant, the Tenant's leasing from the Landlord the premises, and the mutual benefits and obligations conferred by this lease on the Parties, and in recognition of the receipt and sufficiency of said consideration, the Parties hereby agree to the following terms and conditions:

I. The Parties - Lease agreement is between Lessor under the individual/entity (hereinafter known as the "Landlord") known as _____ and the Lessee under the individual/entity (hereinafter referred to as the "Tenant") known as _____.

II. Premises - The space/property being leased shall be described as:

(Hereinafter referred to as the "Premises").

III. Space Rented - The space described equals: _____ Square Feet (SF)

IV. Term - The term of the lease shall be _____ years beginning on the _____ day of _____, 20____ and ending on the _____ day of _____, 20____.

V. Rent - Rent shall be paid on the _____ of every month in the amount of _____ Dollars (\$ _____) which equates to \$ _____ Per Square Foot (\$/SF).

Check One

- Rent shall increase _____ percent (____%) on an annual basis.

- Rent shall increase _____

- Rent shall remain fixed for the lease term.

VI. Common Areas - The Tenant, along with any of their employees, may use the following common area(s) along with other inhabitants:

_____ Parking Space(s) All Parking Space(s)

Restroom(s)

Storage Area(s)

Entrance(s) (Incl. Stairs & Elevators)

Conference/Meeting Room(s)

Trash Area(s)

Kitchen(s)

Other _____

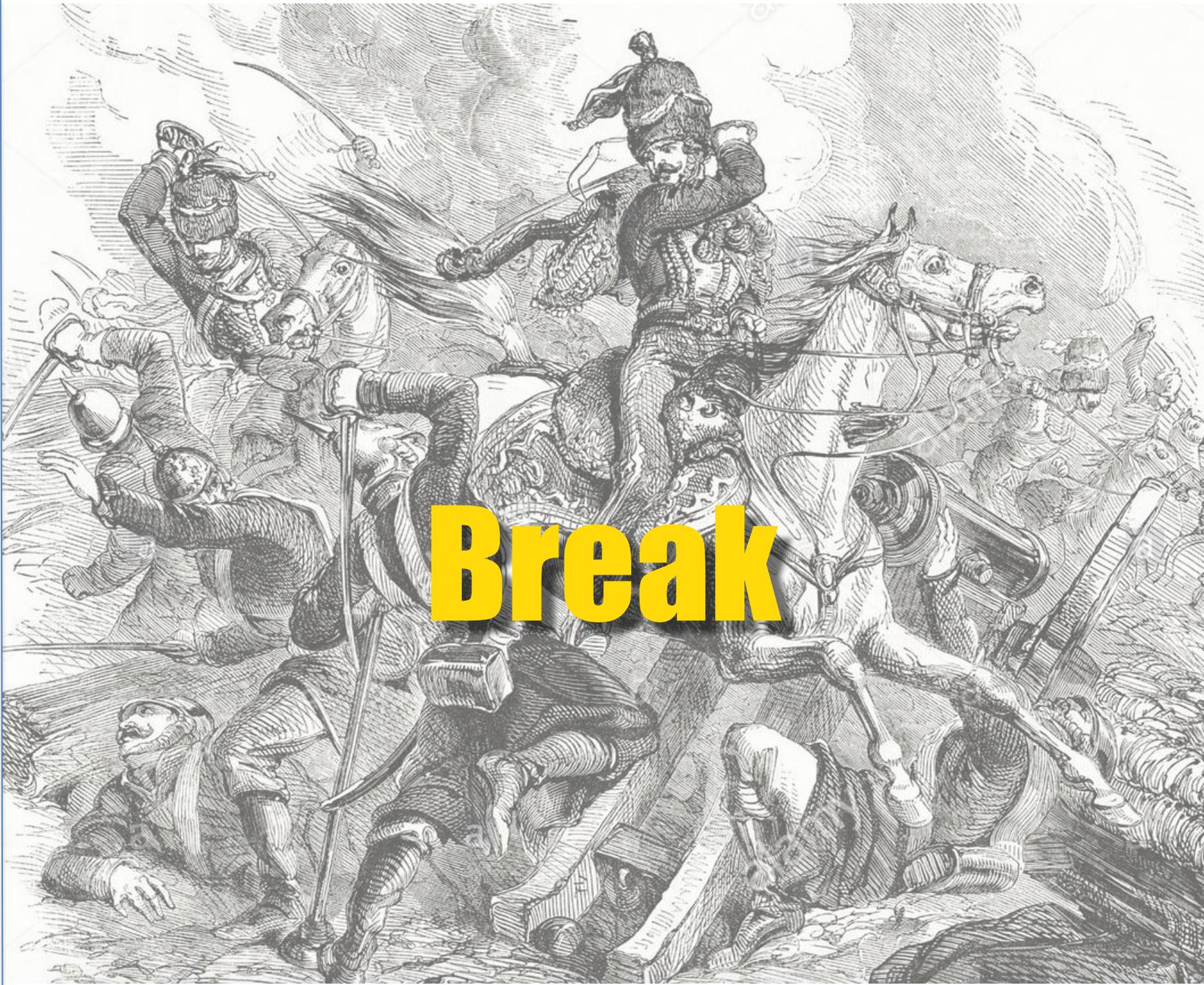
Downtown Manager's goals

- Create an optimal retail mix
- Fill existing vacancies; avoid future ones
- Have all stores follow common business hours
- Have evening business hours
- Appealing storefronts; harmonious design
- Harmonious, effective signage
- Support for maintenance of common areas
- Collaborative marketing
- Collaborative events to attract visitors

And other things...



START RECRUITING!



Break

Grow relationships



What does your district want to be?



Know thyself



Take inventory

| Goods | Svs | Rest | VACANT | NOT RETAIL | Retail category | Business/ Name | # | Street | City | Zip | Contact Name | Notes | SF | Owner Occupied | Rent/yr | Rent/SF |
|-------|-----|------|--------|------------|------------------------------|-------------------------------|-----|-------------------|----------|-------|----------------------------------|--|-------------------|----------------|---------|---------|
| | | 1 | | | FS restaurant | Trout & Troll Restaurant | 172 | Lackawanna Dr | Stanhope | 07874 | Brad Boyle | Boyle rents this, but owns and operates Salt Restaurant 109 Rte 206. | 4,000 | | | |
| | 1 | | | | Auto service-window tinting | Window Genie | 7 | Netcong Ave | Sparta | 07871 | Steve Sarafin, Steven Gray, | Prrop owner: NETCONG AVENUE ASSOCIATES, L.L.C. | 1,200 | x | N/A | N/A |
| | 1 | | | | Attraction-Campground | Panther Lake Camping Resort | 6 | Panther Lake Road | Andover | 07821 | | Prop owner: PANTHER LAKE CAMPING RESORT, INC | N/A | x | N/A | N/A |
| 1 | | | | | Gas station + convenience | Exxon Gas & Convenience | 1 | Route 206 | Stanhope | 07874 | Dalip Gill - Owner | Prop wner: CHINAB CORP | 1,250 | x | N/A | N/A |
| | 1 | | | | Veterinarian | Byram Animal Hospital | 8 | Route 206 | Stanhope | 07874 | Dr. Cruz & Dr. Abdul-chani | RELOCATION needed: bldg to be demo'd after CVS departure in 2016. | 1,400 | | | |
| 1 | 1 | | | | Custom embroidery, engraving | U Name It | 8 | Route 206 | Stanhope | 07874 | Charlene Malley | RELOCATION needed: bldg to be demo'd after CVS departure in 2016. | 1,400 | | | |
| | 1 | | | | Drycleaner | Acorn Plaza Cleaners | 8 | Route 206 | Stanhope | 07874 | | RELOCATION needed: bldg to be demo'd after CVS departure in 2016. | 1,400 | | | |
| | 1 | | | | Nail salon | C C Nails, | 8 | Route 206 | Stanhope | 07874 | | RELOCATION needed: bldg to be demo'd after CVS departure in 2016. | 1,400 | | | |
| 1 | | | | | Pharmacy | CVS | 8 | Route 206 | Stanhope | 07874 | Ben D'Urso | Re-locating to new development site opposite Shop Rite; this bldg will be demo'd in 2016 | 10,000 | x | N/A | N/A |
| | 1 | | | | Hair salon | Guys and Dolls Hair Stylists | 8 | Route 206 | Stanhope | 07874 | Fred Schlesinger & Barry Feldman | RELOCATION needed: bldg to be demo'd after CVS departure in 2016. | 1,400 | | | |
| | 1 | | | | Professional-counseling | Center for Humanistic Change | 12 | Route 206 | Stanhope | | | | 5,000 on 2 floors | x | N/A | N/A |
| | | 1 | | | Ice cream parlor | Cones by Design | 12 | Route 206 | Stanhope | | | Feature: drive-thru window. This retail operated by Center for Humanistic Change. | 1,000 | x | N/A | N/A |
| 1 | | | | | Consignment store | Re-Designs Thrift Shoppe | 12 | Route 206 | Stanhope | | Marianne Nechay | This retail operated by Center for Humanistic Change. | 1,000 | x | N/A | N/A |
| | 1 | | | | Professional-medical | Byram Medical (Doctor Office) | 13 | Route 206 | Stanhope | 07874 | Dr. Stephanie Mitsos | | 1,200 | | | |
| 1 | | | | | Jeweler | Jewelry Exchange/Byram Jewel | 13 | Route 206 | Stanhope | 07874 | Earl Schick | Has non-conforming business sign. | 1,200 | | | |
| | 1 | | | | Nail salon | Blue Grass Nails | 13 | Route 206 | Stanhope | 07874 | David Nguyen | | 1,200 | | | |
| | | 1 | | | Bagel shop; deli | Classic Bagel | 13 | Route 206 | Stanhope | 07874 | Tony Reis | Prop owner: APEP, INC | 1,200 | | | |
| | 1 | | | | Laundromat | Byram Laundromat | 13 | Route 206 | Stanhope | 07874 | Tony Reis | Prop owner: APEP, INC | 1,200 | | | |



Try to cut the red tape

STEP FOUR



Try to cut the red tape



CITY OF PATERSON
NEW JERSEY



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EXPLORE YOUR CITY

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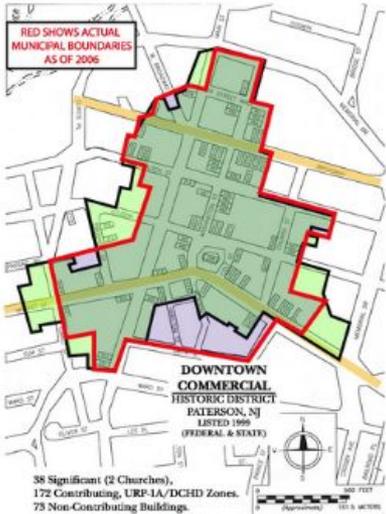


You are Here: Home / Departments / Economic Development / [Downtown Guidelines](#)

Downtown Guidelines

The *City of Paterson Downtown Commercial Historic District Design Guidelines (Guidelines)* are intended to act as a tool to help manage, change and protect the city's architectural and historic resources. The *Guidelines* provide information, guidance and regulations to assist property owners, retail tenants, design professionals, contractors, City Staff and the Historic Preservation Commission (HPC) with regard to making changes to historic resources in the City's Downtown Commercial Historic District (DCHD). They are intended as a supplement to, rather than as a substitute for, consultation with architects, contractors and the HPC and its professional staff.

The *Guidelines* are based upon *The Secretary of the Interior's Standards for the Treatment of Historic Properties*. It is recommended that applicants review the information in the relevant *Guidelines* sections and consult with the HPC office during the early stages of planning a project.



Contact Us

City of Paterson, NJ
[Staff Directory](#)

In this Department

- [Community Improvements](#)
- [Planning & Zoning](#)
- [Redevelopment](#)
- [Historic Preservation](#)
- [Paterson Mill Survey](#)
- [Urban Enterprise Zone \(UEZ\)](#)
- [Downtown Guidelines](#)
- [Dublin Neighborhood Survey](#)
- [Multi-Cultural & Community Affairs](#)
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The DCHD Design Guidelines can be reviewed in PDF format. Click on the sections provided below:

[Introduction](#)
[Signs and Awnings](#)
[Storefronts](#)

Be proactive with the media

25

Is \$12M real estate sale sign that East Orange could become millennial hot spot?



283 shares

By Jessica Mazzola | NJ Advance Media for NJ.com
 Email the author | Follow on Twitter
 on July 18, 2016 at 2:47 PM, updated July 18, 2016 at 3:31 PM

Print
 Email

EAST ORANGE — When millennials searching for walkable, transit-oriented communities are priced out of high rises in Hoboken and Jersey City, will they head to East Orange?



107 New Street in East Orange was one of four buildings sold for \$12 million. (Courtesy Gebroe-Hammer Associates)

A recent \$12 million land sale seems to suggest it might be.

According to commercial real estate broker Gebroe-Hammer Associates, a developer has purchased four apartment buildings in the Essex County city. East Orange has been [working in recent years](#) to change its reputation from a high-crime neighbor of Newark to a bustling [transit-oriented community](#) and "[an example of urban excellence.](#)"

The four buildings – at 24 South Grove Street, 25 North Harrison Street, 235 South Harrison Street, and 107 New Street – are all near the Brick Church Train Station, about a half an hour ride to NYC.

"East Orange's greatest assets are its mass transit links, which have drawn copious private investment that is the on-going stimulus for revitalization

MOST READ



Tim Kaine: Dems made the mistake with Hillary that the GOP made with Romney | Mulshine



Powerball lottery jackpot 7/23/16: Winning numbers, live results for Saturday's drawing



24 arrested in latest Newark crime sweep, officials say



17 injured after ferry hits dock in Jersey City, official says



Welcome back Gov. Christie! | Sheneman cartoon

Be the go-to source



Greater Jamaica
Development
Corporation

Starting a business? Have an existing business?
Come to our
Business Launch and Networking Event

In conjunction with Queens Borough President Melinda Katz, State Senator Leroy Comrie, Assemblywoman Alicia Hyndman, Council Member I. Daneek Miller, Councilman Rory Lancman, Councilman Donovan Richards, Greater Jamaica Development Corporation (GJDC) and South East Queens Chamber will be hosting an event to help local southeast Queens entrepreneurs meet, learn and grow.



Program:

1. Networking
2. Presentation
 - a. Best incorporation practices (Presented by Isa Abdur-Rahman, Esq.)
 - b. Commercial leases (Presented by Isa Abdur-Rahman, Esq.)
 - c. Financing basics (Presented by GJDC)



Thursday, December 10th @ 6:00 pm
Harvest Room
90-40 160th St, Jamaica, NY 11432

[Click here to RSVP online @ Eventbrite](#)
 or contact Masheika Lewis at 718-291-0282 x111

Sent by: Greater Jamaica Development Corporation
[Reply to the sender](#)

Forward to a Friend 

2016 NATIONAL STANDARD ABSTRACT NETWORKING MIXER
 JANUARY 28, 5:30PM - 9:30PM



Join us at
Moda Grill
 89-04 Parsons Blvd., Jamaica, NY
JANUARY 28, 5:30PM - 9:30PM
 for an evening of networking with the most
 active commercial and residential
 real estate professionals in NYC.
PLEASE RSVP: osei@nationalstandardabs.com

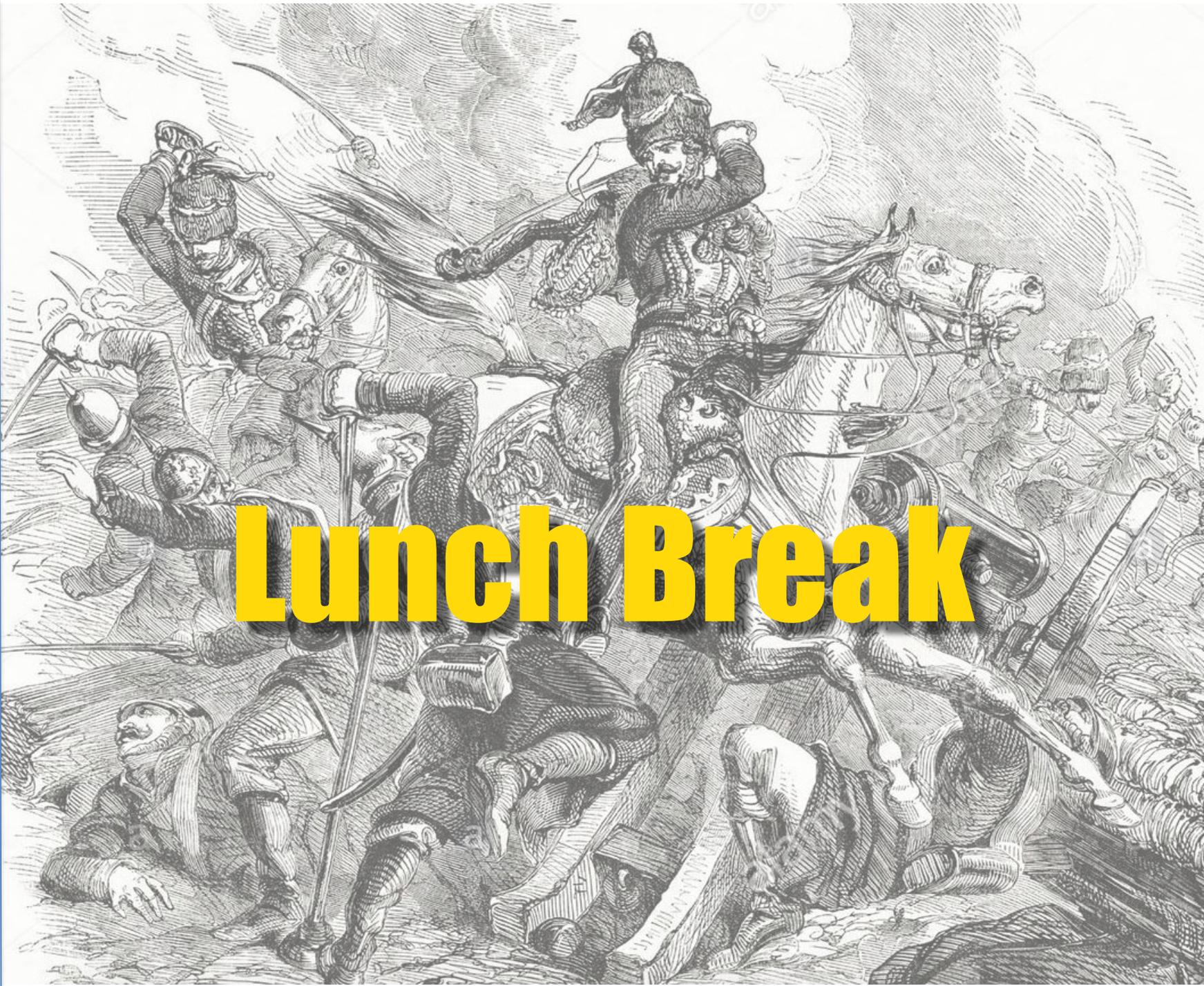


Greater Jamaica
Development
Corporation

Greater Jamaica Development Corp.
 will present on:
The Revitalization of Jamaica, Queens.

REVITALIZE YOURSELF!

Lunch Break



Get market data

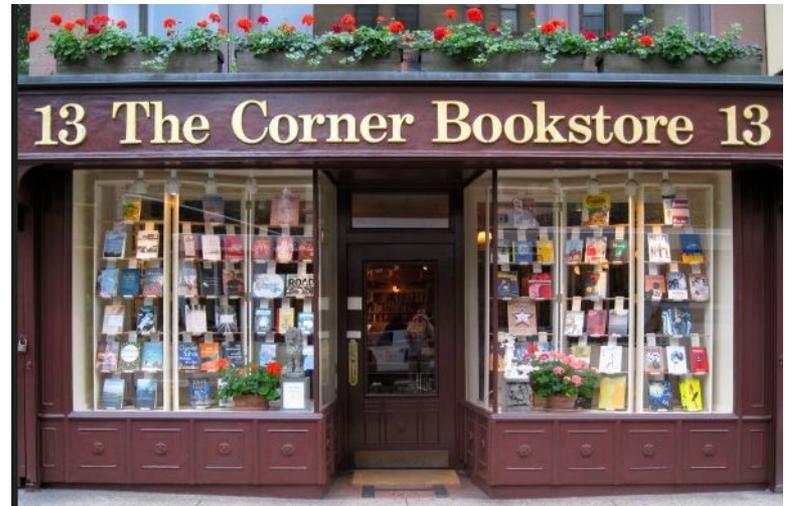
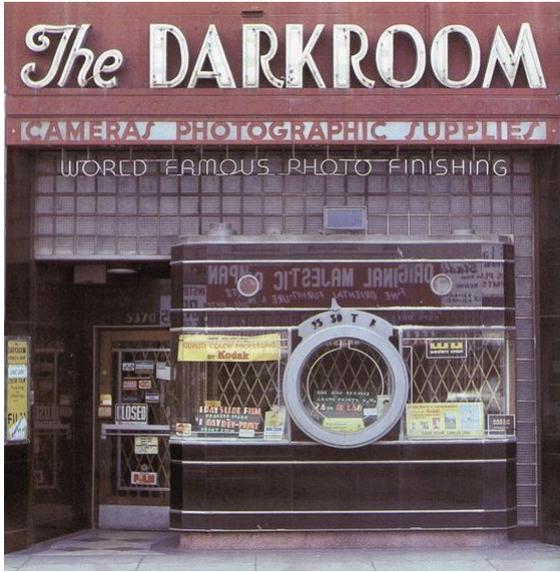
Some things aren't coming back



GREGORY

“And this light here lets you know when the camera is obsolete.”

Some things aren't coming back



Demographics



Market Analysis
Central Avenue District
Page 10 of 10

housing 1,840 residential units, along with 36,000 square feet of retail and restaurant space. This will bring approximately 4,000 new residents into Journal Square, less than one-half mile from the Central Avenue SID. Kushner in partnership with KABR Group is developing a 56 story, 744 unit mixed use tower at One Journal Square, in Jersey City's Journal Square district. The building will include 101,000 square feet of office space on seven floors, and 78,000 square feet of retail space. This will add another 1,500 residents to the area. In Hoboken, a plan to convert the old rail yards into 2.2 million square foot mixed-use (residential and office) project is in development, and Bijou Properties is currently building two residential towers (11 and 12 stories, respectively) there.

All of this development on either side is stimulating interest in Central Avenue. A new redevelopment plan for the neighborhood drafted last fall will allow for a 4-story mid-rise development for several blocks along Central Avenue, which will increase density in an area that has traditionally supported 2-3 story development. One in-fill project currently under development in the Central Avenue SID is the redevelopment of 506-508 Central Avenue at the northern end of the district. The supermarket C-Town operates a 5,000 sf grocery at this site, and the project proposes to overbuild three new stories of residential units (21 apartments), for an overall four-story building. KABR Group renovated a 12,000 sf 3-story commercial building at 410 Central Avenue.

Market overview

JGSC examined demographic and economic data within the borders of the SID, as well as a 1-, 2-, and 3-mile radius from the intersection of Central Avenue and Bowers Street. The following sections highlight our findings.

| Demographics | CASID | 1-mile | 2-miles | 3-miles |
|-----------------------------------|----------|----------|-----------|-----------|
| Population (2015) | 9,000 | 105,600 | 245,100 | 516,700 |
| Pop. Growth (2015-2020) | 0.89% | 0.91% | 1.04% | 0.98% |
| Households (2015) | 3,400 | 43,200 | 101,600 | 235,400 |
| Households Density | 81,500 | 13,700 | 8,000 | 8,300 |
| Median Age (Total pop) | 34.2 yrs | 33.6 yrs | 33.6 yrs | 35.0 yrs |
| Average household size | 2.65 | 2.44 | 2.37 | 2.15 |
| Households with children | 36% | 29% | 27% | 22% |
| Average household income \$65,000 | \$91,600 | \$93,500 | \$109,500 | \$109,500 |
| Median household income | \$52,600 | \$67,600 | \$66,900 | \$74,900 |

From the analysis, we determined there is a dense and growing consumer base in the area with higher income levels. Consumers living within the SID tend to have comparatively lower income levels and are much more likely to have children in the household.



Supply and demand

Retail MarketPlace Profile

Nutley Twp NJ
 Nutley township, NJ (3401353680)
 Geography: County Subdivision

| Summary Demographics | | | | | | |
|--|-----------|------------------------------|--------------------------|---------------|---------------------------|--------------------|
| 2014 Population | | | | | | 26 |
| 2014 Households | | | | | | 11 |
| 2014 Median Disposable Income | | | | | | \$57 |
| 2014 Per Capita Income | | | | | | \$36 |
| Industry Summary | | | | | | |
| | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number Business |
| Total Retail Trade and Food & Drink | 44-45,722 | \$499,077,315 | \$272,388,210 | \$166,689,005 | 23.4 | |
| Total Retail Trade | 44-45 | \$399,889,074 | \$294,003,204 | \$119,885,870 | 21.6 | |
| Total Food & Drink | 722 | \$45,488,241 | \$18,385,106 | \$27,103,135 | 42.4 | |
| Industry Group | | | | | | |
| | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number Business |
| Motor Vehicle & Parts Dealers | 441 | \$79,149,629 | \$4,916,848 | \$74,232,781 | 88.3 | |
| Automobile Dealers | 4411 | \$68,849,882 | \$1,552,120 | \$67,297,762 | 95.6 | |
| Other Motor Vehicle Dealers | 4412 | \$4,876,298 | \$37,427 | \$4,538,971 | 87.1 | |
| Auto Parts, Accessories & Tire Stores | 4413 | \$5,423,349 | \$3,027,301 | \$2,396,048 | 28.4 | |
| Furniture & Home Furnishings Stores | 442 | \$10,025,942 | \$4,345,396 | \$5,680,546 | 39.5 | |
| Furniture Stores | 4421 | \$4,764,653 | \$953,168 | \$3,811,485 | 66.7 | |
| Home Furnishings Stores | 4422 | \$5,261,289 | \$3,392,228 | \$1,869,061 | 21.6 | |
| Electronics & Appliance Stores | 443 | \$11,969,920 | \$3,403,921 | \$8,565,999 | 35.7 | |
| Buildg Material, Garden Equip. & Supply Stores | 444 | \$13,500,435 | \$8,301,005 | \$5,199,430 | 23.8 | |
| Buildg Material & Supplies Dealers | 4441 | \$11,668,156 | \$5,288,864 | \$6,379,292 | 37.6 | |
| Lawn & Garden Equip & Supply Stores | 4442 | \$1,832,279 | \$3,012,141 | -\$1,179,862 | -24.4 | |
| Food & Beverage Stores | 445 | \$80,489,890 | \$130,296,633 | -\$49,806,743 | -23.6 | |
| Grocery Stores | 4451 | \$69,113,606 | \$123,712,252 | -\$54,598,646 | -28.3 | |
| Specialty Food Stores | 4452 | \$3,032,771 | \$1,355,843 | \$1,676,928 | 38.2 | |
| Beer, Wine & Liquor Stores | 4453 | \$9,343,513 | \$5,228,538 | \$4,114,975 | 23.0 | |
| Health & Personal Care Stores | 446 | \$30,289,967 | \$19,517,532 | \$10,772,435 | 21.6 | |
| Gasoline Stations | 447,4471 | \$35,787,881 | \$12,921,493 | \$22,866,388 | 46.9 | |
| Clothing & Clothing Accessories Stores | 448 | \$29,331,465 | \$9,439,044 | \$19,892,421 | 51.3 | |
| Clothing Stores | 4481 | \$21,949,765 | \$5,067,677 | \$16,882,088 | 62.5 | |
| Shoe Stores | 4482 | \$3,584,312 | \$185,557 | \$3,398,755 | 90.2 | |
| Jewelry, Luggage & Leather Goods Stores | 4483 | \$3,797,388 | \$4,185,810 | -\$388,422 | -4.9 | |
| Sporting Goods, Hobby, Book & Music Stores | 451 | \$9,471,221 | \$4,850,489 | \$4,621,132 | 32.3 | |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | \$7,822,940 | \$1,744,728 | \$6,078,212 | 63.5 | |
| Book, Periodical & Music Stores | 4512 | \$1,648,281 | \$3,105,461 | -\$1,457,080 | -30.7 | |
| General Merchandise Stores | 452 | \$46,999,994 | \$8,156,629 | \$8,803,365 | 10.3 | |
| Department Stores Excluding Leased Depts. | 4521 | \$24,715,984 | \$37,262,349 | -\$12,546,465 | -20.2 | |
| Other General Merchandise Stores | 4529 | \$22,244,110 | \$94,280 | \$21,349,830 | 92.3 | |
| Miscellaneous Store Retailers | 453 | \$12,447,956 | \$13,790,322 | -\$1,342,366 | -5.1 | |
| Florists | 4531 | \$750,745 | \$354,374 | \$396,371 | 35.9 | |
| Office Supplies, Stationery & Gift Stores | 4532 | \$3,958,205 | \$8,872,551 | -\$4,914,346 | -38.3 | |
| Used Merchandise Stores | 4533 | \$723,634 | \$298,252 | \$425,382 | 41.6 | |
| Other Miscellaneous Store Retailers | 4539 | \$7,015,372 | \$4,265,145 | \$2,750,227 | 24.4 | |
| Nonstore Retailers | 454 | \$34,164,674 | \$4,064,192 | \$30,100,482 | 78.7 | |
| Electronic Shopping & Mail-Order Houses | 4541 | \$27,576,031 | \$0 | \$27,576,031 | 100.0 | |
| Vending Machine Operators | 4542 | \$771,999 | \$1,564,291 | -\$792,192 | -34.0 | |
| Direct Selling Establishments | 4543 | \$5,817,544 | \$2,499,901 | \$3,317,643 | 39.9 | |
| Food Services & Drinking Places | 722 | \$45,488,241 | \$18,385,106 | \$27,103,135 | 42.4 | |
| Full-Service Restaurants | 7221 | \$24,020,798 | \$4,135,822 | \$19,884,936 | 70.6 | |
| Limited-Service Eating Places | 7222 | \$17,300,928 | \$9,191,428 | \$8,109,500 | 30.6 | |
| Special Food Services | 7223 | \$2,623,824 | \$2,061,663 | \$562,161 | 12.0 | |
| Drinking Places - Alcoholic Beverages | 7224 | \$1,542,731 | \$2,996,193 | -\$1,453,462 | -32.0 | |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity as a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, as market value customers are drawn in from outside the trade area. The Retail represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/InfoWhitepaper/InfoWhitepapers/retail-marketplace.pdf>.
Sources: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

March 19, 2

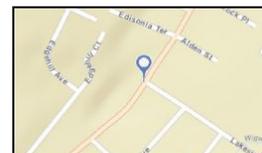
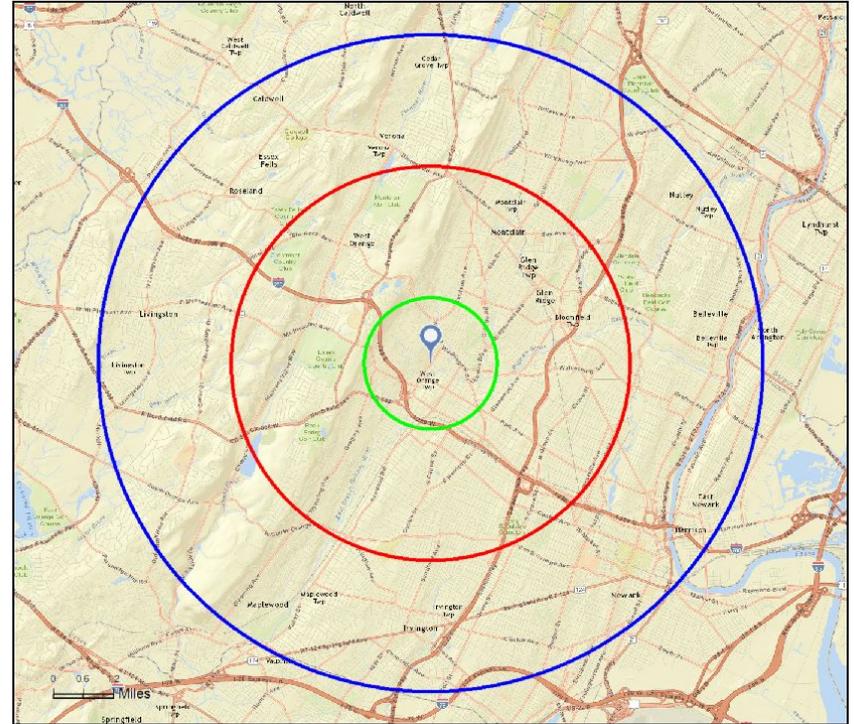
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Page 1

Site Map

1.3,5-miles
 192 Main St, West Orange Twp, New Jersey, 07052
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 40.78376
 Longitude: -74.23435

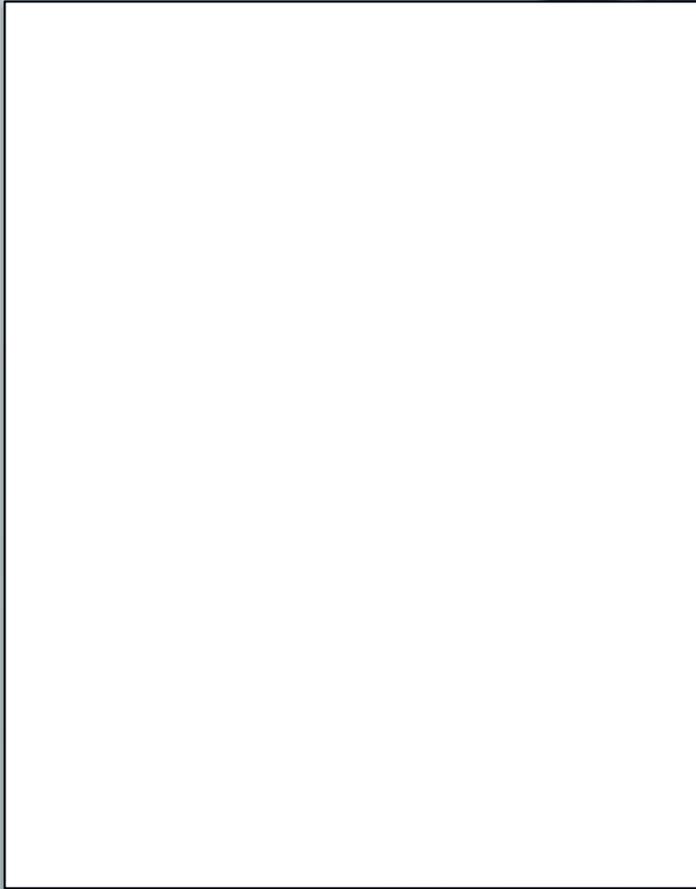


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April 22, 2016

Page 1 of 1

Psychographics



Build a list

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HOME > EVENTS/PROGRAMS > ICSC NEW JERSEY NEXT GENERATION KICKBALL EVENT

ICSC New Jersey Next Generation Kickball Event

July 29, 2016 - West Orange, NJ United States

REGISTER ATTENDEES SCHEDULE BROCHURE (PDF)

PRICING

| | |
|----------------|----------------|
| | through |
| | 27 Jul 2016 |
| | Advance |
| Non-Member: | \$50.00 |
| Member: | \$35.00 |

By becoming a member, you could save 30% on this meeting. [Join Now!](#)

EVENT DETAILS



ICSC's educational, networking and mentoring program designed for retail real estate professionals who are seeking to develop or advance their careers and build relationships. The program offers an opportunity to interact with peers, share experiences and exchange ideas. Seasoned professionals who wish to give back to the industry are welcome to participate as mentors.

Join the Conversation on Twitter: Tweet using the hashtag #ICSCNextGen and follow @ICSC for the latest news and

When & Where



South Mountain Reservation
Turtle Back Rock Walker Road
West Orange, NJ 07052
United States

July 29, 2016

Build a national list...



Built to Suit
the Retail Real Estate
Industry



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Five Guys Burgers & Fries

10718 Richmond Highway
Lorton, VA 22079

Phone: (703) 339-9500

Website: www.fiveguys.com

Corporate Email: info@fiveguys.com

Real Estate Email: sites@fiveguys.com

| | | | |
|---|--|--------------|-----------------------|
| Public Company | N | | |
| Online sales | No | | |
| Total stores | 1,100 | | |
| Franchisor | Yes | | |
| Franchised to other companies | 900 | | |
| Operating or trading name/Stores/GLA | Five Guys Burgers & Fries | 1,100 stores | 2,000 - 3,000 sq. ft. |
| Preferred GLA | 2,000 - 3,000 sq. ft. | | |
| Retail classifications | fast casual restaurants | | |
| Locations considered | neighborhood strip center, downtown/central business district | | |
| Percent of stores in centers or malls | 80-100 | | |
| Preferred co-tenants | all considered | | |
| Number of new units planned | 2016: 100-200 | | |
| Minimum frontage | 28 feet | | |
| Area(s) of operation (number of stores) | AL, AZ, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, KS, KY, MD, MI, MN, MO, MT, NC, NJ, NY, OH, OR, PA, SC, TN, TX, UT, VA, WA, WI, WV, Canada | | |
| Area(s) targeted for expansion | AL, AZ, CA, CO, CT, DC, DE, FL, GA, ID, IL, IN, KS, KY, MD, MI, MN, MO, MT, NC, NJ, NY, OH, OR, PA, SC, TN, TX, UT, VA, WA, WI, WV, Canada | | |
| Countries targeted for expansion | United Kingdom | | |
| Company Executives | | | |
| Partner: | Janie Murrell | | |
| Partner: | Jerry Murrell | | |
| COO: | Sam Chamberlain | | |
| Chief Development Officer: | Greg DeCelle | | |
| Director, Franchise Development: | Mark Moseley | | |
| New & Noteworthy | | | |
| For real estate inquiries call: | 703-339-3312 | | |
| Profile Id: | 291240 | | |

... or a distinctive list



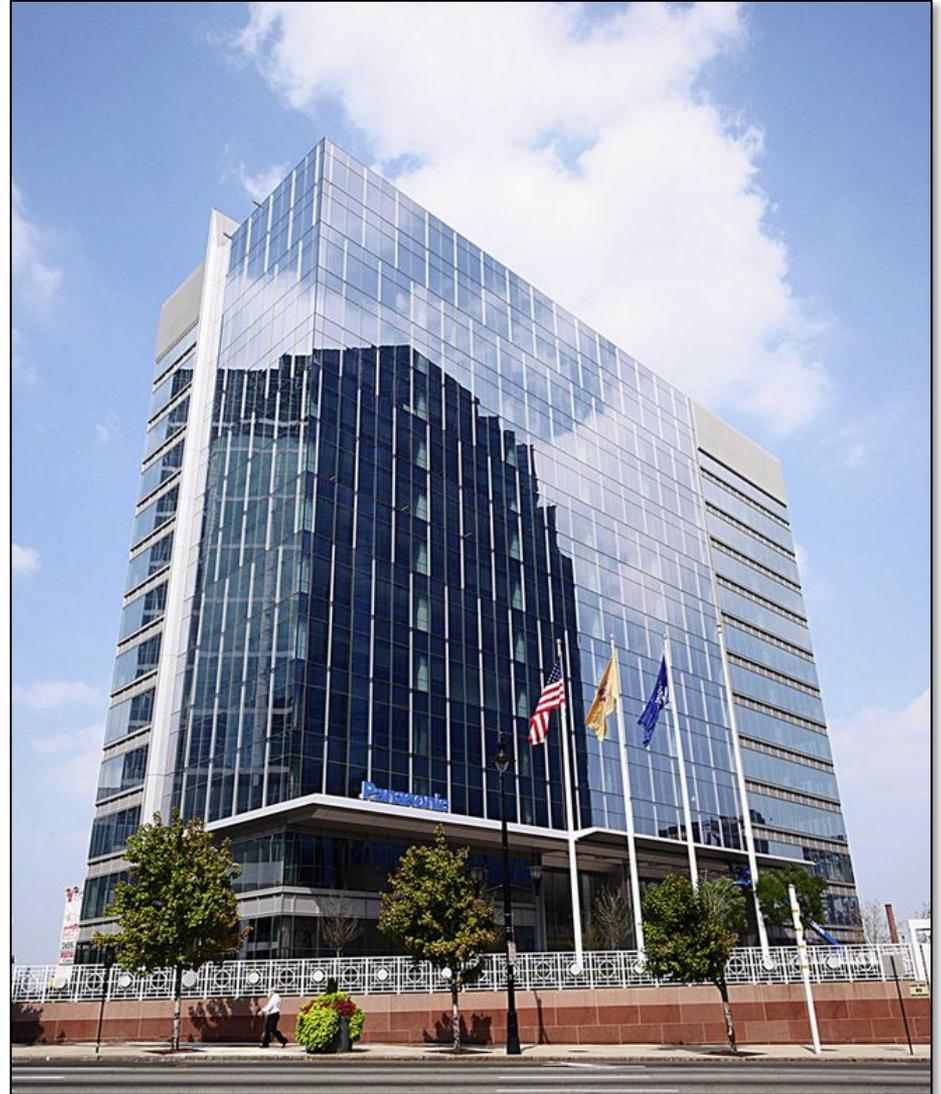
A CURIOUS LITTLE SHOP IN MAPLEWOOD, NJ.



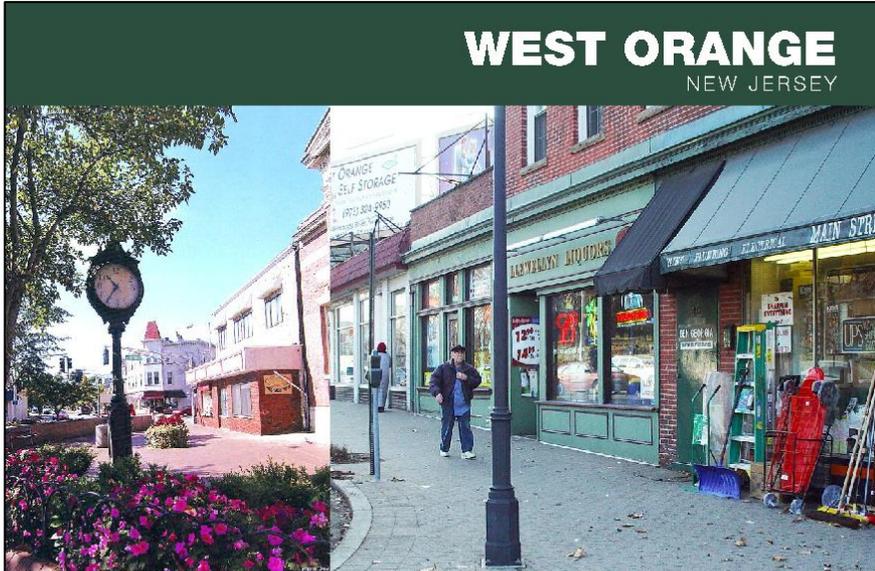
Accentuate the positive

The Panasonic HQ in downtown Newark hosts about 1,250 employees, who generate an average of \$129/week/person in local purchases. That totals over **\$8.3 million** in local sales for retail goods and services/year.

Source: ICSC Report "Office Worker Spending in a Digital Age" by Niemira and Connolly, 2012



Create marketing materials



WEST ORANGE NEW JERSEY

\$3.6 billion

Unmet consumer demand (retail leakage) within a 5-mile radius

\$119,600

Average household income in West Orange Township

696,000

Population within a 5-mile radius

43%

Households in West Orange with income of \$100,000 or more

Retail opportunities galore in a high traffic, high income area with lots of retail leakage.

West Orange is a traditional downtown community with a vibrant Main Street and great opportunities for growth. Just a few miles west of New York City, our Main Street sits at the crossroads of regional road and railways, and is home to a high-income bedroom community that is looking for more opportunities for shopping, dining, goods, and services.

With new mixed-use development underway at Edison Village, and billions in unmet consumer demand, it's never been a better time to open a business here. The West Orange Downtown Alliance, in addition to promoting the community and organizing sales and shopping events, offers marketing and promotional support to local businesses.

Whether your business is best suited to a Main Street location, shopping center, or anything in between, there's available space for your needs. A recent market analysis identified strong consumer demand for full and limited service restaurants, healthcare, boutique clothing and shoes, grocery and specialty food stores, and much more.

If you're considering opening a business, expanding to a new location, or relocating your business, take a look at the opportunities here in West Orange. For more information and to take a tour of available properties, call today.

West Orange
66 Main Street
West Orange, NJ 07052
Contact: Megan Brill
973-325-4103
mbri@downtownwo.com



We found a great place for dinner.



Now all we need is a nice casual/family restaurant.

We have a great location for a nice casual/family restaurant and we're looking for someone to take advantage of this opportunity.

Roosevelt Avenue is the main access road to Exit 12 of the New Jersey Turnpike. Everyday, 28,000 motorists use Roosevelt Avenue to reach their homes, shopping and work.

High traffic volume is just one of the reasons why this is a great restaurant site. Roosevelt Avenue is also surrounded by high population density, with more than 412,000 people in a 5-mile radius.

Plus, Roosevelt Avenue also provides the primary access to a large business park. In fact, every day more than 4,400 people work within a 1-mile radius of Roosevelt Avenue.

There's also significant uncaptured consumer demand for casual/family dining. A recent market analysis found more than \$117 million in uncaptured restaurant spending within a 5-mile radius of Roosevelt Avenue. And, of all respondents to a recent survey, 76% want more casual/family restaurants.

Right now, we have a former restaurant site available for your immediate re-use or redevelopment. Moreover, it's just one of the great opportunities you'll find along Roosevelt Avenue in Carteret. We offer tax exemptions, tax credits, matching grants, and other incentives to qualifying businesses. To discover all we have to offer, give us a call today at 732.541.3835.



The center of it all.

For more information, call Kathy Shaw at 732.541.3835 or visit www.CarteretInfo

CARTERET BUSINESS PARTNERSHIP INC.
61 Cooke Avenue
Carteret, NJ 07008

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PAID
Permit No. 82

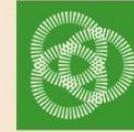
Get the word out



Get your brokers involved

Downtown Jamaica Broker/Developer Night

Greater Jamaica Development Corporation
Thursday, April 3, 2014 from 6:00 PM to 8:00 PM (EDT)
New York, NY



Greater Jamaica
Development
Corporation

Ticket Information

| TYPE | REMAINING | END | PRICE | QUANTITY |
|-------------|-----------|-------|-------|----------|
| Reservation | Sold Out | Ended | Free | N/A |

Who's Going

Connect to see which of your Facebook friends are going to Downtown Jamaica Broker/Developer Night.

Connect with Facebook

Event Details

The Greater Jamaica Development Corporation invites you to **Broker/Developer Night**. Join us for cocktails, barbeque, networking, and business leads. Meet commercial property owners. Find out what's happening in Downtown Jamaica. And get a list of the retail and restaurant prospects we'd like to see in Jamaica, together with all the information you need to attract them here. You must attend to get the list. Don't miss it!

JAMAICA MAKES IT HAPPEN!

Have questions about Downtown Jamaica Broker/Developer Night?

Contact Greater Jamaica Development Corporation

When & Where



CityRiB
89-04 Parsons Blvd
New York, NY 11432

Thursday, April 3, 2014 from 6:00 PM to 8:00 PM (EDT)

Add to my calendar

Organizer

Greater Jamaica Development Corporation

Greater Jamaica Development Corporation is one of New York's oldest not-for-profit local development corporations. Since its founding in 1967, GJDC has stressed economic development as it pursues its community-building mission.

Host tours



Facilitate negotiations



Celebrate success!



Repeat!

2017 Calendar

Calendarpedia
Your source for calendars

| January | | | | | | |
|---------|----|----|----|----|----|----|
| Su | Mo | Tu | We | Th | Fr | Sa |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

| February | | | | | | |
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| March | | | | | | |
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| April | | | | | | |
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| June | | | | | | |
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| July | | | | | | |
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| August | | | | | | |
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| September | | | | | | |
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| October | | | | | | |
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| November | | | | | | |
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| December | | | | | | |
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| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

Federal Holidays 2017

| | | | | | | | |
|--------|---------------------------|--------|------------------|--------|-------------------------|--------|------------------|
| Jan 1 | New Year's Day | Feb 20 | Presidents' Day | Sep 4 | Labor Day | Nov 11 | Veterans Day |
| Jan 2 | New Year's Day (observed) | May 29 | Memorial Day | Oct 9 | Columbus Day | Nov 23 | Thanksgiving Day |
| Jan 16 | Martin Luther King Day | Jul 4 | Independence Day | Nov 10 | Veterans Day (observed) | Dec 25 | Christmas Day |

Jersey City, NJ



Glassboro, NJ



nj.com
New Jersey Online

Chickie's and Pete's coming to downtown Glassboro

Chickie's and Pete's grab fries and a drink during a What's Hot at the Ballpark event at Citizens Bank Park, Tuesday, March 31, 2015. (Joe Warner/Staff Jersey Times) (Joe Warner / For NJ.com)

By Spencer Kent | NJ Advance Media for NJ.com
Email the author | Follow on Twitter
on January 05, 2016 at 10:39 AM, updated January 05, 2016 at 3:03 PM

GLASSBORO — The Philadelphia-based crab house and sports bar Chickie's and Pete's will open a new location on Rowan Boulevard in downtown Glassboro this summer.

MOST READ

- Powerball lottery jackpot 7/23/16: Winning numbers, the odds and how to claim your share
- Shannon Gilbert's mother killed in New York victim's father's slaughter charged, police say
- After firing president, 21 others, N.J. college is intent on rebuilding
- Welcome back Gov. Christie | Shenneman cartoon
- 2 dead after fire rages through North Plainfield apartment complex

South Orange, NJ



Historic makeover: 121-year-old South Orange village hall to become restaurant

83 shares



South Orange Village Hall, built in 1894, will be revamped into a restaurant and banquet center, officials confirmed. (Jessica Mazzola | NJ Advance Media for NJ.com)



By [Jessica Mazzola](#) | NJ Advance Media for NJ.com
 Email the author | Follow on Twitter
 on July 06, 2015 at 12:45 PM, updated July 06, 2015 at 1:33 PM

Print
 Email

SOUTH ORANGE — An historic landmark is going to be revamped.

The South Orange Village Hall, which is on both the [state and national lists of historic places](#), will be "adaptively reused" into a restaurant and banquet space, officials confirmed.

MOST READ



Powerball lottery jackpot 7/23/16: Winning numbers, live results for Saturday's drawing



Shannan Gilbert's mother killed in New York; victim's other daughter charged, police say



After firing president, 21 others, N.J. college is intent on rebuilding



Welcome back Gov. Christie! | Sheneman cartoon



MLB trade rumors: Who is Gleyber Torres, Yankees' target and Cubs' prospect?

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crain's new york business.com

Article can be found at http://www.craigslist.com/article/20120527/REAL_ESTATE/305278894

Former 'worst' area is on the mend

Shoppers and retailers rediscover Crotona Park East strip in the Bronx.

By Hilary Potkewitz

Published: May 27, 2012 - 5:59 am

By all rights, the retail strip on Southern Boulevard in the Crotona Park East section of the Bronx should be thriving. After all, the seven-block stretch running from East 174th Street down to Westchester Avenue boasts three subway stations and roughly 80 businesses.

In spite of all that, the area has struggled for years with a high vacancy rate. And then there's the lingering stigma of having been labeled "the worst neighborhood in the country" by President Jimmy Carter when he visited back in the 1970s.

"This community was broadcast throughout the world as a symbol of urban blight," said Kerry McLean, director of community development for the nonprofit Women's Housing and Economic Development Corp., which is based in nearby Morrisania.

Four years ago, WHEDCo decided to do something about that. It began working with local merchants—a disparate group of mom-and-pop businesses ranging from beauty salons and clothing stores to auto-parts suppliers and Latin restaurants. Together they formed the Southern Boulevard Merchant Association.



SEA CHANGE: Business is jumping at Boulevard Fish Market, a former botanica.



We're looking for a great neighborhood bakery.



We're looking for someone to help nurture our children.

We're rebuilding the Rockaways.

To learn who's open and what's happening, sign-up at www.DiscoverTheRockaways.com



Questions?

